

PHILIP MORRIS COMPANIES
APRIL 2001 SOUTH CAROLINA STATEWIDE SURVEY
APRIL 17-19, 2001
FINAL

Hello, my name is _____, and I'm with AMERICAN VIEWPOINT, an independent market research firm located in Alexandria, Virginia. We are doing a survey on issues in South Carolina, and I would like to ask you a few questions.

- A. Are you or is anyone in your household a reporter or active in any political campaigns this year?

Yes **TERMINATE**
No **GO TO QB**

- B. Are you registered to vote in the state of South Carolina at this address?

Yes **GO TO Q1**
No **GO TO QC**

- C. Is there anyone in your household who is registered to vote at this address?
(IF YES ASK: MAY I PLEASE SPEAK TO THAT PERSON?)

Yes **REPEAT INTRODUCTION**
No **THANK AND TERMINATE**

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1. Thinking about all elections, including state and local elections, would you say that you...

READ 1 THRU 4

37%	Always vote in all elections	
36%	Vote in most elections	
14%	Vote in about half of the elections	
13%	Vote in less than half of the elections	
0%	Don't Know	(TERMINATE)
0%	Refused	(TERMINATE)

2. Thinking ahead to the 2002 elections for a moment...if the election for U.S. Congress were held today, would you be voting for the **(ROTATE)** Republican candidate or the Democratic candidate?

37%	Republican
33%	Democrat
29%	Don't Know
1%	Refused

Now, I'd like to read you the names of several people who are active in politics today and have you tell me if you are aware or not aware of each. For those that you know, I would like you to tell me if you have a favorable or unfavorable impression of that person. The first name is...**ROTATE 3-4**

3. Lindsay Graham

63%	Aware	
13%	Strongly Favorable	
22%	Somewhat Favorable	35% TOTAL FAVORABLE
5%	Somewhat Unfavorable	9% TOTAL UNFAVORABLE
4%	Strongly Unfavorable	
19%	Don't Know/ No Opinion	

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4. Fritz Hollings

82%	Aware	
17%	Strongly Favorable	
28%	Somewhat Favorable	45% TOTAL FAVORABLE
14%	Somewhat Unfavorable	26% TOTAL UNFAVORABLE
12%	Strongly Unfavorable	
11%	Don't Know/ No Opinion	

5. Do you approve or disapprove of the way George W. Bush is handling his job as President?

40%	Strongly Approve	
26%	Somewhat Approve	66% TOTAL APPROVE
8%	Somewhat Disapprove	22% TOTAL DISAPPROVE
13	Strongly Disapprove	
11%	Don't Know	
1%	Refused	

6. Thinking about the role of the federal government...(ROTATE) do you feel that government should do more to solve the country's problems or is government doing too many things better left to businesses and individuals?

35%	Strongly Do More	
8%	Not Strongly Do More	
10%	Not Strongly Doing Too Much	
32%	Strongly Doing Too Much	
7%	Depends	
7%	Don't Know	
1%	Refused	
43%	TOTAL DO MORE	
43%	TOTAL DOING TOO MUCH	

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Each year, Congress focuses on a number of different issues. For each of the following issues, please tell me if you were a Member of Congress, how much of a priority would you personally place on passing legislation on that particular issue. Would say the issue is an absolutely critical priority; an important priority, but not absolutely critical; somewhat of a priority; or not at all a priority. The first issue is...(ROTATE 7-15)

7. Give patients the right to sue their HMO (health maintenance organization).
- 33% Absolutely Critical Priority
 - 25% Important Priority, But Not Critical
 - 23% Somewhat Of A Priority
 - 13% Not At All A Priority
 - 5% Don't Know
 - * Refused
8. Give the Food and Drug Administration the authority to regulate tobacco products
- 26% Absolutely Critical Priority
 - 22% Important Priority, But Not Critical
 - 19% Somewhat Of A Priority
 - 31% Not At All A Priority
 - 2% Don't Know
 - 0% Refused
9. Add prescription drug coverage to Medicare.
- 54% Absolutely Critical Priority
 - 26% Important Priority, But Not Critical
 - 13% Somewhat Of A Priority
 - 5% Not At All A Priority
 - 1% Don't Know
 - 0% Refused
10. Ensure that the Social Security system remains solvent for the next few decades.
- 73% Absolutely Critical Priority
 - 17% Important Priority, But Not Critical
 - 6% Somewhat Of A Priority
 - 3% Not At All A Priority
 - 1% Don't Know
 - * Refused

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11. Help to protect consumers' privacy.

54% Absolutely Critical Priority
23% Important Priority, But Not Critical
17% Somewhat Of A Priority
4% Not At All A Priority
2% Don't Know
* Refused

12. Reduce the amount of taxes paid by Americans.

55% Absolutely Critical Priority
21% Important Priority, But Not Critical
16% Somewhat Of A Priority
6% Not At All A Priority
1% Don't Know
* Refused

13. Pass campaign finance reform legislation and eliminate soft money from the political system.

29% Absolutely Critical Priority
22% Important Priority, But Not Critical
25% Somewhat Of A Priority
15% Not At All A Priority
7% Don't Know
* Refused

14. Provide health care coverage for the uninsured.

44% Absolutely Critical Priority
23% Important Priority, But Not Critical
20% Somewhat Of A Priority
11% Not At All A Priority
2% Don't Know
* Refused

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15. Give the President fast track trade negotiating authority to reduce foreign trading barriers.

18% Absolutely Critical Priority
28% Important Priority, But Not Critical
29% Somewhat Of A Priority
17% Not At All A Priority
8% Don't Know
* Refused

16. Currently, the Food and Drug Administration, the FDA, does NOT have the legal authority to regulate cigarettes as currently marketed today...

Would you favor or oppose Congress passing a law that allows the FDA to regulate cigarettes as currently marketed today? (Would that be STRONGLY favor/oppose or SOMEWHAT favor/oppose?)

32% Strongly Favor
19% Somewhat Favor
13% Somewhat Oppose
29% Strongly Oppose
6% Don't Know
1% Refused

52% TOTAL FAVOR
42% TOTAL OPPOSE

17. Please tell me which of the following comes closest to your opinion: (**ROTATE**)

It is the government's job to adopt and implement policies that discourage adults from smoking

OR

The government's efforts regarding smoking should focus on ensuring that adequate information continues to be provided so adults can make up their own mind about smoking.

23% Strongly Government Discourage
6% Not Strongly Government Discourage
11% Not Strongly Adequate Information
53% Strongly Adequate Information
4% Neither/ Depends (**VOLUNTEERED**)
2% Don't Know
30% TOTAL GOVERNMENT DISCOURAGE
64% TOTAL ADEQUATE INFORMATION

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18. Now I would like to read you two opinions about how the FDA could regulate cigarettes and have you tell me which one is closer to your view. **(ROTATE)**
SOME PEOPLE SAY If the FDA regulates cigarettes, it should regulate them in the same way it regulates drugs, because nicotine is an addictive substance similar to drugs. OTHER PEOPLE SAY If the FDA regulates cigarettes, it should set up a separate category of regulation, since cigarettes are neither a food nor a medical device and cannot meet the "safe and effective" standards applied to medical devices.

40% Same Way It Regulates Drugs
48% Set Up A Separate Category of Regulation
9% Neither **(VOLUNTEERED)**
3% Don't Know
* Refused

19. If Congress gives the FDA the authority to regulate cigarettes as a unique product, meaning they are neither a food nor a drug product, what do you think the most important GOAL of FDA regulation should be: **(ROTATE 1-4)**

29% To have more regulation of cigarettes that ensure only adults smoke
24% To establish a uniform and standard set of FEDERAL regulations for the tobacco industry to abide by, for a more stable regulatory environment
15% To ban cigarettes
22% To disclose all ingredients in cigarettes
7% None of these **(VOLUNTEERED)**
2% Don't Know
1% Refused

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BLOCK A (TO BE HALF SAMPLED AGAINST BLOCK B)

Putting your own personal feelings aside, here are some ways that the FDA could regulate cigarettes. For each of the following actions, please tell me if you would FAVOR or OPPOSE each. For each one that I read, please tell me if you strongly favor, somewhat favor, somewhat oppose, or strongly oppose each. (ROTATE 20-34)

20. The FDA could regulate cigarettes as a prescription drug, requiring smokers to have a prescription.
- | | | |
|-----|-----------------|-------------------------|
| 15% | Strongly Favor | |
| 8% | Somewhat Favor | 24% TOTAL FAVOR |
| 15% | Somewhat Oppose | 74% TOTAL OPPOSE |
| 59% | Strongly Oppose | |
| 1% | Don't Know | |
| * | Refused | |
21. The FDA could prohibit the sale of cigarettes in vending machines.
- | | | |
|-----|-----------------|-------------------------|
| 46% | Strongly Favor | |
| 16% | Somewhat Favor | 62% TOTAL FAVOR |
| 12% | Somewhat Oppose | 36% TOTAL OPPOSE |
| 24% | Strongly Oppose | |
| 2% | Don't Know | |
| * | Refused | |
22. The FDA could require that cigarette makers disclose all ingredients in cigarettes, either on the packaging, or in a package insert.
- | | | |
|-----|-----------------|-------------------------|
| 62% | Strongly Favor | |
| 22% | Somewhat Favor | 84% TOTAL FAVOR |
| 3% | Somewhat Oppose | 13% TOTAL OPPOSE |
| 10% | Strongly Oppose | |
| 2% | Don't Know | |
| * | Refused | |

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23. The FDA could require additional warning labels on cigarette packages to be larger and say, for example, that "cigarettes are addictive."

60%	Strongly Favor	
18%	Somewhat Favor	78% TOTAL FAVOR
8%	Somewhat Oppose	20% TOTAL OPPOSE
12%	Strongly Oppose	
1%	Don't Know	
*	Refused	

24. The FDA could establish rules on how labels like "light" and "ultra-light" can be used on cigarette packaging.

41%	Strongly Favor	
28%	Somewhat Favor	68% TOTAL FAVOR
9%	Somewhat Oppose	23% TOTAL OPPOSE
13%	Strongly Oppose	
9%	Don't Know	
*	Refused	

25. The FDA could establish uniform standards for determining when a cigarette can be described as less risky than others.

41%	Strongly Favor	
25%	Somewhat Favor	66% TOTAL FAVOR
12%	Somewhat Oppose	28% TOTAL OPPOSE
16%	Strongly Oppose	
5%	Don't Know	
1%	Refused	

26. The FDA could limit the amount of tar and nicotine allowed in cigarettes.

57%	Strongly Favor	
20%	Somewhat Favor	77% TOTAL FAVOR
7%	Somewhat Oppose	22% TOTAL OPPOSE
15%	Strongly Oppose	
1%	Don't Know	
*	Refused	

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27. The FDA could force cigarette manufacturers to remove all nicotine from cigarettes.

46%	Strongly Favor	
16%	Somewhat Favor	62% TOTAL FAVOR
13%	Somewhat Oppose	34% TOTAL OPPOSE
21%	Strongly Oppose	
3%	Don't Know	
1%	Refused	

28. The FDA could make cigarette manufacturers change the product so that cigarettes taste bad.

26%	Strongly Favor	
10%	Somewhat Favor	36% TOTAL FAVOR
19%	Somewhat Oppose	60% TOTAL OPPOSE
41%	Strongly Oppose	
3%	Don't Know	
*	Refused	

29. The FDA could require that those who appear to be under age must show identification in order to purchase cigarettes.

86%	Strongly Favor	
8%	Somewhat Favor	94% TOTAL FAVOR
1%	Somewhat Oppose	5% TOTAL OPPOSE
4%	Strongly Oppose	
*	Don't Know	
*	Refused	

30. The FDA could require cigarette ingredients be tested to ensure that no ingredient increases the inherent harm associated with cigarettes.

65%	Strongly Favor	
20%	Somewhat Favor	84% TOTAL FAVOR
4%	Somewhat Oppose	13% TOTAL OPPOSE
9%	Strongly Oppose	
3%	Don't Know	
*	Refused	

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31. The FDA could require cigarette manufacturers to meet the sanitary requirements appropriate for agricultural products.

59%	Strongly Favor	
20%	Somewhat Favor	79% TOTAL FAVOR
6%	Somewhat Oppose	17% TOTAL OPPOSE
11%	Strongly Oppose	
4%	Don't Know	
*	Refused	

32. The FDA could impose penalties on cigarette manufacturers if under age smoking does not decrease.

38%	Strongly Favor	
13%	Somewhat Favor	51% TOTAL FAVOR
11%	Somewhat Oppose	46% TOTAL OPPOSE
34%	Strongly Oppose	
3%	Don't Know	
1%	Refused	

33. The FDA could require that cigarette packages be printed only in black and white, with no color allowed.

22%	Strongly Favor	
17%	Somewhat Favor	40% TOTAL FAVOR
17%	Somewhat Oppose	49% TOTAL OPPOSE
32%	Strongly Oppose	
11%	Don't Know	
*	Refused	

34. The FDA could eliminate ALL cigarette and tobacco advertising.

44%	Strongly Favor	
15%	Somewhat Favor	60% TOTAL FAVOR
11%	Somewhat Oppose	37% TOTAL OPPOSE
26%	Strongly Oppose	
2%	Don't Know	
1%	Refused	

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BLOCK B (TO BE HALF SAMPLED AGAINST BLOCK A)

Putting your own personal feelings aside, here are some ways that the FDA could regulate cigarettes. For each of the following actions, please tell me if you think it is very reasonable, somewhat reasonable, somewhat unreasonable, or very unreasonable. The first one is...(ROTATE 35-49)

35. The FDA could regulate cigarettes as a prescription drug, requiring smokers to have a prescription.

11%	Very Reasonable	
9%	Somewhat Reasonable	20% TOTAL REASONABLE
13%	Somewhat Unreasonable	79% TOTAL UNREASONABLE
67%	Very Unreasonable	
1%	Don't Know	
0%	Refused	

36. The FDA could prohibit the sale of cigarettes in vending machines.

46%	Very Reasonable	
23%	Somewhat Reasonable	69% TOTAL REASONABLE
11%	Somewhat Unreasonable	29% TOTAL UNREASONABLE
18%	Very Unreasonable	
2%	Don't Know	
0%	Refused	

37. The FDA could require that cigarette makers disclose all ingredients in cigarettes, either on the packaging, or in a package insert.

73%	Very Reasonable	
19%	Somewhat Reasonable	91% TOTAL REASONABLE
5%	Somewhat Unreasonable	8% TOTAL UNREASONABLE
3%	Very Unreasonable	
1%	Don't Know	
0%	Refused	

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38. The FDA could require additional warning labels on cigarette packages to be larger and say, for example, that "cigarettes are addictive."

61%	Very Reasonable	
21%	Somewhat Reasonable	83% TOTAL REASONABLE
6%	Somewhat Unreasonable	16% TOTAL UNREASONABLE
10%	Very Unreasonable	
1%	Don't Know	
0%	Refused	

39. The FDA could establish rules on how labels like "light" and "ultra-light" can be used on cigarette packaging.

46%	Very Reasonable	
33%	Somewhat Reasonable	79% TOTAL REASONABLE
10%	Somewhat Unreasonable	18% TOTAL UNREASONABLE
8%	Very Unreasonable	
2%	Don't Know	
0%	Refused	

40. The FDA could establish uniform standards for determining when a cigarette can be described as less risky than others.

41%	Very Reasonable	
32%	Somewhat Reasonable	74% TOTAL REASONABLE
13%	Somewhat Unreasonable	22% TOTAL UNREASONABLE
8%	Very Unreasonable	
5%	Don't Know	
0%	Refused	

41. The FDA could limit the amount of tar and nicotine allowed in cigarettes.

60%	Very Reasonable	
28%	Somewhat Reasonable	88% TOTAL REASONABLE
5%	Somewhat Unreasonable	12% TOTAL UNREASONABLE
7%	Very Unreasonable	
*	Don't Know	
0%	Refused	

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42. The FDA could force cigarette manufacturers to remove all nicotine from cigarettes.

43%	Very Reasonable	
21%	Somewhat Reasonable	64% TOTAL REASONABLE
14%	Somewhat Unreasonable	35% TOTAL UNREASONABLE
20%	Very Unreasonable	
2%	Don't Know	
0%	Refused	

43. The FDA could make cigarette manufacturers change the product so that cigarettes taste bad.

17%	Very Reasonable	
16%	Somewhat Reasonable	33% TOTAL REASONABLE
20%	Somewhat Unreasonable	63% TOTAL UNREASONABLE
43%	Very Unreasonable	
3%	Don't Know	
0%	Refused	

44. The FDA could require that those who appear to be under age must show identification in order to purchase cigarettes.

88%	Very Reasonable	
7%	Somewhat Reasonable	94% TOTAL REASONABLE
3%	Somewhat Unreasonable	5% TOTAL UNREASONABLE
3%	Very Unreasonable	
0%	Don't Know	
*	Refused	

45. The FDA could require cigarette ingredients be tested to ensure that no ingredient increases the inherent harm associated with cigarettes.

66%	Very Reasonable	
20%	Somewhat Reasonable	86% TOTAL REASONABLE
6%	Somewhat Unreasonable	12% TOTAL UNREASONABLE
6%	Very Unreasonable	
1%	Don't Know	
0%	Refused	

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46. The FDA could require cigarette manufacturers to meet the sanitary requirements appropriate for agricultural products.

62%	Very Reasonable	
24%	Somewhat Reasonable	85% TOTAL REASONABLE
4%	Somewhat Unreasonable	10% TOTAL UNREASONABLE
6%	Very Unreasonable	
4%	Don't Know	
0%	Refused	

47. The FDA could impose penalties on cigarette manufacturers if under age smoking does not decrease.

29%	Very Reasonable	
22%	Somewhat Reasonable	51% TOTAL REASONABLE
17%	Somewhat Unreasonable	46% TOTAL UNREASONABLE
29%	Very Unreasonable	
2%	Don't Know	
*	Refused	

48. The FDA could require that cigarette packages be printed only in black and white, with no color allowed.

21%	Very Reasonable	
21%	Somewhat Reasonable	42% TOTAL REASONABLE
19%	Somewhat Unreasonable	53% TOTAL UNREASONABLE
34%	Very Unreasonable	
5%	Don't Know	
1%	Refused	

49. The FDA could eliminate ALL cigarette and tobacco advertising.

38%	Very Reasonable	
23%	Somewhat Reasonable	61% TOTAL REASONABLE
17%	Somewhat Unreasonable	38% TOTAL UNREASONABLE
20%	Very Unreasonable	
1%	Don't Know	
*	Refused	

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BLOCK C (TO BE HALF SAMPLED AGAINST BLOCK D)

Now I would like to read you some things that COULD happen if the FDA is given the authority to regulate cigarettes and have you tell me whether that is a very acceptable, somewhat acceptable, somewhat unacceptable, or very unacceptable outcome. The first one is...**ROTATE 50-57**

50. FDA regulation of cigarettes could lead to a more stable and uniform business environment for the tobacco industry; for example, they would not be regulated by fifty different state entities with conflicting rules and regulations.

35%	Very Acceptable	
34%	Somewhat Acceptable	69% TOTAL ACCEPTABLE
11%	Somewhat Unacceptable	23% TOTAL UNACCEPTABLE
12%	Very Unacceptable	
7%	Don't Know	
1%	Refused	

51. With FDA regulation, fewer ADULTS may ultimately smoke.

42%	Very Acceptable	
31%	Somewhat Acceptable	73% TOTAL ACCEPTABLE
8%	Somewhat Unacceptable	22% TOTAL UNACCEPTABLE
14%	Very Unacceptable	
4%	Don't Know	
1%	Refused	

52. FDA regulation may have a significant negative economic impact on our nation's tobacco farmers.

35%	Very Acceptable	
30%	Somewhat Acceptable	65% TOTAL ACCEPTABLE
14%	Somewhat Unacceptable	31% TOTAL UNACCEPTABLE
17%	Very Unacceptable	
3%	Don't Know	
*	Refused	

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53. FDA regulation could make it much tougher for kids to get cigarettes and thus could make it less likely that they will become addicted smokers.

76%	Very Acceptable	
11%	Somewhat Acceptable	87% TOTAL ACCEPTABLE
3%	Somewhat Unacceptable	11% TOTAL UNACCEPTABLE
8%	Very Unacceptable	
2%	Don't Know	
*	Refused	

54. New health warnings may convince some people not to smoke.

61%	Very Acceptable	
23%	Somewhat Acceptable	84% TOTAL ACCEPTABLE
5%	Somewhat Unacceptable	15% TOTAL UNACCEPTABLE
10	Very Unacceptable	
*	Don't Know	
*	Refused	

55. With FDA regulation, cigarettes may end up becoming illegal.

26%	Very Acceptable	
19%	Somewhat Acceptable	45% TOTAL ACCEPTABLE
12%	Somewhat Unacceptable	53% TOTAL UNACCEPTABLE
41%	Very Unacceptable	
1%	Don't Know	
*	Refused	

56. With FDA regulation, underage smoking may decline.

59%	Very Acceptable	
25%	Somewhat Acceptable	84% TOTAL ACCEPTABLE
5%	Somewhat Unacceptable	13% TOTAL UNACCEPTABLE
8%	Very Unacceptable	
2%	Don't Know	
1%	Refused	

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57. FDA regulations that are too harsh could lead to a black market for cigarettes.

31%	Very Acceptable	
20%	Somewhat Acceptable	51% TOTAL ACCEPTABLE
12%	Somewhat Unacceptable	44% TOTAL UNACCEPTABLE
32%	Very Unacceptable	
3%	Don't Know	
1%	Refused	

BLOCK D (TO BE HALF SAMPLED AGAINST BLOCK C)

Now I would like to read you some things that may happen if the FDA is given the authority to regulate cigarettes and have you tell me whether each is very likely, somewhat likely, somewhat unlikely, or very unlikely to occur if the FDA is given the authority to regulate cigarettes. The first one is...**ROTATE 58-65**

58. FDA regulation of cigarettes could lead to a more stable and uniform business environment for the tobacco industry; for example, they would not be regulated by fifty different state entities with conflicting rules and regulations.

25%	Very Likely	
34%	Somewhat Likely	59% TOTAL LIKELY
15%	Somewhat Unlikely	35% TOTAL UNLIKELY
20%	Very Unlikely	
6%	Don't Know	
*	Refused	

59. With FDA regulation, fewer ADULTS may ultimately smoke.

17%	Very Likely	
31%	Somewhat Likely	48% TOTAL LIKELY
16%	Somewhat Unlikely	50% TOTAL UNLIKELY
33%	Very Unlikely	
2%	Don't Know	
*	Refused	

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60. FDA regulation may have a significant negative economic impact on our nation's tobacco farmers.

55%	Very Likely	
28%	Somewhat Likely	83% TOTAL LIKELY
5%	Somewhat Unlikely	16% TOTAL UNLIKELY
12%	Very Unlikely	
1%	Don't Know	
*	Refused	

61. FDA regulation could make it much tougher for kids to get cigarettes and thus could make it less likely that they will become addicted smokers.

43%	Very Likely	
28%	Somewhat Likely	70% TOTAL LIKELY
12%	Somewhat Unlikely	27% TOTAL UNLIKELY
15%	Very Unlikely	
2%	Don't Know	
*	Refused	

62. New health warnings may convince some people not to smoke.

31%	Very Likely	
33%	Somewhat Likely	64% TOTAL LIKELY
13%	Somewhat Unlikely	35% TOTAL UNLIKELY
21%	Very Unlikely	
1%	Don't Know	
*	Refused	

63. With FDA regulation, cigarettes may end up becoming illegal.

21%	Very Likely	
19%	Somewhat Likely	40% TOTAL LIKELY
17%	Somewhat Unlikely	57% TOTAL UNLIKELY
40%	Very Unlikely	
2%	Don't Know	
*	Refused	

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64. With FDA regulation, underage smoking may decline.

21%	Very Likely	
38%	Somewhat Likely	59% TOTAL LIKELY
12%	Somewhat Unlikely	39% TOTAL UNLIKELY
26%	Very Unlikely	
2%	Don't Know	
*	Refused	

65. FDA regulations that are too harsh could lead to a black market for cigarettes.

57%	Very Likely	
27%	Somewhat Likely	85% TOTAL LIKELY
6%	Somewhat Unlikely	14% TOTAL UNLIKELY
8%	Very Unlikely	
2%	Don't Know	
0%	Refused	

ASK ALL

66. Knowing what you now know, would you favor or oppose Congress passing a law that allows the FDA to regulate cigarettes as currently marketed today? (Would that be **STRONGLY** favor/oppose or **SOMEWHAT** favor/oppose?)

32%	Strongly Favor	
24%	Somewhat Favor	56% TOTAL FAVOR
11%	Somewhat Oppose	39% TOTAL UNFAVOR
28%	Strongly Oppose	
4%	Don't Know	
1%	Refused	

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67. Recently, a tobacco company stated that it is in FAVOR of giving the FDA authority to regulate cigarettes. Again, a tobacco company is in FAVOR of giving the FDA authority to regulate cigarettes.

Hearing this, would you be MORE or LESS likely to support FDA regulation of cigarettes, or wouldn't it make any difference?

20% Much More Likely To Support
13% Somewhat More Likely To Support
4% Somewhat Less Likely To Support
6% Much Less Likely To Support
56% No Difference
1% Depends (VOLUNTEERED)
2% Don't Know
32% TOTAL MORE LIKELY TO SUPPORT
9% TOTAL LESS LIKELY TO SUPPORT

68. Let me again read you two opinions about how the FDA could regulate cigarettes. Please tell me which is closer to your view (ROTATE) SOME PEOPLE SAY If the FDA regulates cigarettes, it should regulate them in the same way it regulates drugs, because nicotine is an addictive substance similar to drugs. OTHER PEOPLE SAY If the FDA regulates cigarettes, it should set up a separate category of regulation, since cigarettes are neither a food nor a medical device and cannot meet the "safe and effective" standards applied to medical devices.

38% Same Way It Regulates Drugs
52% Set Up A Separate Category of Regulation
6% Neither (VOLUNTEERED)
3% Don't Know
1% Refused

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69. Would you be more or less likely to vote for Lindsay Graham if he supported giving the FDA the authority to regulate cigarettes as a separate category or would it not make a difference?

13%	Much More Likely	
9%	Somewhat More Likely	22% TOTAL MORE LIKELY
4%	Somewhat Less Likely	11% TOTAL LESS LIKELY
7%	Much Less Likely	
58%	Would not make a difference	
3%	Depends	(VOLUNTEERED)
6%	Don't Know	

70. If you learned that the Republicans in Congress planned on supporting legislation that would give the FDA the authority to regulate cigarettes, how would that make you feel? (ROTATE 1-9)

3%	Confused
5%	Angry
8%	Disappointed
7%	Surprised
2%	Betrayed
6%	Relieved
20%	Happy
6%	Suspicious
23%	Neutral
8%	Other (SPECIFY)
11%	Don't Know
1%	Refused

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PHILIP MORRIS COMPANIES – SOUTH CAROLINA STATEWIDE SURVEY, APRIL 2001

Now, I have just a few more questions for statistical purposes . . .

D1. Generally speaking, do you think of yourself as a Republican, Democrat, or Independent?

36% Republican
30% Democrat
26% Independent
2% Other
3% Don't Know
3% Refused

D2. In the last general election in which you voted, which answer best describes how you voted for State and National offices, such as Governor or Senator?
ROTATE 1 THRU 7 TOP TO BOTTOM / BOTTOM TO TOP

17% Straight Democratic
11% Mostly Democratic
7% A Few More Democrats Than Republicans
17% About Equally For Both Parties
7% A Few More Republicans Than Democrats
19% Mostly Republican
14% Straight Republican
8% Other/ Never Voted/ Don't Know
28% TOTAL DEMOCRAT
31% TOTAL TICKET SPLITTER
33% TOTAL REPUBLICAN

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PHILIP MORRIS COMPANIES – SOUTH CAROLINA STATEWIDE SURVEY, APRIL 2001

D3. On political issues, do you consider yourself to be . . . ROTATE Conservative, Moderate, or Liberal?

IF CONSERVATIVE OR LIBERAL ASK: And would you say you are very conservative/liberal or just somewhat conservative/liberal?

IF MODERATE ASK: Do you think of yourself as more ROTATE conservative or liberal?

5%	Very Liberal	
11%	Somewhat Liberal	
3%	Lean Liberal	16% TOTAL LIBERAL
27%	Moderate	39% TOTAL MODERATE
8%	Lean Conservative	37% TOTAL CONSERVATIVE
23%	Somewhat Conservative	
14%	Very Conservative	
8%	Don't Know/ Refused	

D4. What is your age?

7%	18-24
8%	25-29
9%	30-34
9%	35-39
10%	40-44
11%	45-49
12%	50-54
6%	55-59
7%	60-64
5%	65-69
6%	70-74
7%	75 And Over
4%	Refused

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PHILIP MORRIS COMPANIES – SOUTH CAROLINA STATEWIDE SURVEY, APRIL 2001

D5. What is your current marital status?

60% Married
21% Single / Never Married
8% Divorced/Separated
7% Widowed
* Other
4% Refused / No Answer

D6. Do you have any children under 18 years old living at home?

35% Yes
62% No
4% Refused / No Answer

D7. Are you a smoker, former smoker or non-smoker?

21%	Smoker	GO TO D7A
23%	Former Smoker	GO TO D8
52%	Non-smoker	GO TO D8
*	Don't Know	GO TO D8
4%	Refused	GO TO D8

D7A. How would you describe your feelings about smoking...would you say that you are comfortable with smoking, or unhappy that you smoke?

42% Comfortable
48% Unhappy
8% Not Sure
1% Refused

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PHILIP MORRIS COMPANIES – SOUTH CAROLINA STATEWIDE SURVEY, APRIL 2001

D8. Is your home in an urban area, suburb, medium sized town, small town or a rural area?

9% Urban
23% Suburb
14% Medium Sized
23% Small Town
26% Rural Area
1% Don't Know
4% Refused

D9. Which of the following income groups includes your total household income in 2000 before taxes?

10% Under \$20,000
14% \$20,000 - \$29,999
12% \$30,000 - \$39,999
10% \$40,000 - \$49,999
9% \$50,000 - \$59,999
10% \$60,000 - \$79,999
6% \$80,000 - \$99,999
9% \$100,000 And Over
4% Don't Know
14% Refused

D10. Do you think of yourself as being Black, White, Hispanic, Asian, or what?

71% White
21% Black
1% Hispanic
1% Asian
3% Other
4% Refused

D11. Gender

48% Male
52% Female

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D12. Are you employed outside the home, are you a homemaker, or are you retired?

31% Male - Employed
* Male - Homemaker
13% Male - Retired
2% Male - Not Employed
31% Female - Employed
8% Female - Homemaker
9% Female - Retired
1% Female - Not Employed
4% Refused

REGIONS

Congressional Districts

17% Congressional District 1
19% Congressional District 2
16% Congressional District 3
17% Congressional District 4
16% Congressional District 5
15% Congressional District 6

ADI

8% Charlotte
29% Greenville-Spartanburg-Anderson
23% Columbia
4% Savannah
18% Charleston, SC
12% Florence-Myrtle Beach
6% Augusta

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